



PNW Fire Prevention & Education Teams

2015 Mid-Season Status Report



INSIDE THIS REPORT:

Media	2
Social Media	2
Community Outreach	2
Graphic Products	3
Building Capacity	3
Costs	3
Lodging Challenges	3
Sage Grouse Habitat	4
One Message	4

"I was impressed by the work accomplished by our Prevention & Education Team and would like to continue their outreach efforts in the upcoming months. We haven't had the usual human-caused fires since the team was here; this proves its effective approach."

*Rita Chandler, Fire Staff Officer,
Olympic National Forest*

ADDRESSING HUMAN FIRE CAUSES WILDFIRE PREVENTION ANALYSIS & PLANNING

Data-driven decision making is the most effective way to reduce human-caused wildfires. Historical fire occurrences provide visual analytics through maps and tables to identify patterns in specific areas. Analysis of when and where fires have occurred adds a spatial component to the data so partners can use the location and patterns to efficiently focus efforts.

The desired outcome of a Prevention and Education Team is to create changed behavior where individuals take personal responsibility to reduce wildfire risks. An effective campaign must include tailoring for each engagement (such as a community) to account for diverse cultures, styles, and incentives required for enabling action. Teams are trained to develop campaigns based on the assessment of needs and desired outcomes.

As extreme wildfire conditions approach or worsen, wildland fire prevention/education is often overlooked as a source for resources. Prevention and Education Teams are available to support any geographic area preceding and during periods of high fire danger or fire activity. The requesting unit may use severity dollars in support of a prevention/education team.

During times of high fire danger or wildfire activity, fire prevention and education programs can be



well-received and highly effective. A Fire Prevention Education Team reinforces local fire prevention/education resources and brings special prevention and education planning, logistics and operations expertise to more complex severity situations that may exceed the capabilities of local organizations.

FPETs are made up of skilled and mobile personnel who have the ability to supplement or enhance ongoing local wildfire prevention and education activities where human-caused fire occurrence, hazard or risk is, or is expected to be, elevated above normal.

FIRE ADAPTED COMMUNITIES

The Pacific Northwest (PNW) is redefining ways to use Prevention and Education Teams. Beginning with the 2014 fire season, prevention teams worked to help the State Office/Regional Office to prevent human-caused fires in the region under the umbrella of the National Cohesive Wildland Fire Management Strategy's emphasis on Fire Adapted Communities (FAC). This effort was "branded" for the PNW using the PNWFAC logo and through the PNWFAC website with resources to support and maintain Fire Adapted Communities in the PNW.

Building on last year's efforts, this season teams have continued to incorporate community fire adaptation into their work. In July, a national team worked in Wenatchee with the new Washington Fire Adapted Community Learning Network to incorporate and embrace the network's efforts, building a strong link between FAC concepts and activities to target specific human fire causes. This has opened a conversation about the community cycle of "Prevent, Prepare, Respond and Recover," and resulted in recommendations from the team on future messaging. This work on messaging with the network is expected to continue this season.



“Combining Prevention Teams & EAC together is an unprecedented opportunity welcomed by both teams.”

Ryan Anderson, Director of State of Washington EAC Learning Network

“Reviewing fire-cause data validates that prevention efforts are correctly targeted for success.”

Karen Curtiss, (COFMS) Deschutes & Ochoco National Forests & Prineville BLM

PNWSmokeyBear@gmail.com

“Thanks to the PNW for providing me with the training and opportunity to become a fully qualified Team Leader.”

Judith Reese, Stewardship Forester, Alaska Division of Forestry

“In 2015, we plan to continue making contact with the public through social media all year long. This will help us to develop and maintain trusted long-standing relationships.”

Lauren Maloney, Fire Mitigation & Education Specialist

MEDIA OUTREACH

The Olympic National Forest hosted a Prevention & Education Team in July. One of the team’s objectives was to mass market awareness of drought conditions and high fire danger. The idea was to broadcast a message that would reach the largest number of people possible. The team’s strategy focused on radio, television and newspapers as a medium used to reach a broad Westside audience.

On July 24, 2015, a media day was arranged focusing on drought conditions and clarifying fire restrictions in dispersed versus developed campsites. Reporters from two television stations (King 5 and Fox 13) and one newspaper (Mason County Journal) covered the event held at the Olympic National Forest. The messages were well publicized and received by the public.

Radio and Television Public Service Announcements were scripted and professionally recorded. They will be made available for distribution soon. The messaging focuses on drought and campfire awareness.



A Delegation of Authority can be written to task a team with publicizing an issue through mass media. A basic Prevention and Education Team has a Team Leader, Public Information Officer (PIO 1 or 2) and Team Member. A qualified PIO can write press releases, talking points, Public Service Announcements and serve as a media liaison. A PIO may also specialize in social media and/or video production.

When ordering a team, it is good to have an idea of a desired outcome. Matching qualifications with product aspirations is paramount. SORO Staff can assist with providing local qualified individuals.

SOCIAL MEDIA OUTREACH — TWITTER

A 2015 social media strategy was developed to increase awareness of with PNWFAC’s target audience on a daily basis. The strategy calls for a combination of real-time and scheduled future tweets; one hundred tweets were developed with a focus on human caused wildfires in the PNW and on protecting Sage-Grouse habitat. Thirty-six twitter graphics were created to emphasize twitter messages; analytics have concluded that images increase social engagements.



In the last 28 days, PNWFAC’s twitter site has potentially reached over 11,700 people and gained 20 new followers. @PNWFAC would like to encourage all agencies that have a twitter site to follow us and re-tweet our fire prevention and adaptation messages to help share our common message.

COMMUNITY OUTREACH

Two PNW Prevention and Education Teams were tasked with increasing outreach and informing the public about their role in preventing human-caused wildfires. The teams attended eight events with the potential to influence over 30,000 people.

The success of using any event or activity is dependent upon completing a fire prevention problem analysis and identifying specific fire prevention problems, target audiences and the behavior change needed.

For example, reviewing a map of historical wildfires for the past ten years, a Prevention and Education Team might notice a pattern of roadside wildfires near rest stops. A simple solution would be creating flyers and banners targeting motorists at rest stops asking them to avoid dry grass. Basic fire prevention classes (P301) teach team members the importance of data driven decision making.



GRAPHIC PRODUCTS

Several agencies and partners recognized the need to update existing graphics and develop new graphic product support for their on-going prevention efforts.

Over 15 product themes have been created covering prevention messaging on vehicle-caused fires, campfires, shooting fires, sagebrush habitat effects, fire-works, burn piles, field burning, and home preparedness.

The graphic files are in a variety of file formats and resolutions for different product applications

(billboards to newsletters) so many variations are available. A select few have been translated from English to Spanish.

¡Si está demasiado caliente para tocar,

Asegúrese de que su fuego esté apagado por completo. Las brasas que se dejan encendidas pueden reavivarse y propagarse.
 Obtenga información sobre restricciones de fuego en: firerestrictions.us
 Olympic National Forest
está demasiado caliente para abandonarlo!

DRONE NO FLY ZONE
 No fly zones exist for a variety of reasons, including safety, privacy, and security. Drones are prohibited in these areas. For more information, visit www.firerestrictions.us.

Observe Fireworks Restrictions.
 Only You Can Prevent Wildfires.
 www.pnwfire.org



Avoid shooting into dry grass.
 Oregon Department of Forestry
 503.685.7000
 www.opdf.gov/ODF

Drown Your Warming Fire.
 Obey fire restrictions.
 Never leave a fire unattended.
 Douse your fire before leaving.

Where Can I Have A Fire?
 Firing at a developed recreation site (checkmark).
 Firing at a dispersed camping site (cross).

(Name) National Forest Fire Restrictions
 Fire is a natural part of many ecosystems...
 CAMPFIRE ALTERNATIVES
 Check with your local land management agency or visit firerestrictions.us

Fire Restrictions
 Insert Name of National Forest Here
 Beginning _____ due to high fire danger, the following are prohibited:
 PROHIBITED: Campfires and charcoal briquette fires...
 PROHIBITED: Vehicle travel on closed or restricted roads...
 PROHIBITED: Vehicle travel on off-road roads and trails...
 PROHIBITED: Vehicle travel on closed or restricted roads...
 PROHIBITED: Smoking...
 For more information on public fire restrictions, contact your local Forest Service office at www.fs.fed.us

BUILDING CAPACITY

Building off of last years' accomplishments, the PNW wanted to continue generating interest and participation in Fire Prevention Teams in Oregon and Washington. In March 2015, PNW played a strong leadership role in delivering a Prevention and Education Team Member (P-310) course. Through a virtual setting, this course trained 37 team members from six states with a practical hands-on approach that prepared students for future field assignments. Fifteen students from the PNW Region and the State of Alaska participated in the virtual training.

Since the virtual class was conducted, the PNW has provided more than half of the students from the PNW and Alaska with an opportunity to be part of a team assignment to work toward fully qualified status through the task book process. In addition to providing field experience to trainees, administrative aids and final report examples were uploaded to an FTP Site for new Fire Prevention Team Members' reference. A national introduction to fire prevention team video called an "Ounce of Prevention" is currently in production with almost three hours of footage shot in the PNW. As the season progresses, additional trainees are being recruited and deployed trained.

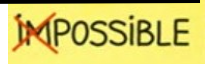
FRACTION OF THE SUPPRESSION COST



As the costs of wildfire suppression increase, the benefits of adopting wildfire prevention programs has increased as well. At the half-way mark with fire season, four Prevention and Education Teams have cost a fraction of suppressing a large scale incident. At \$198,401 as of August 5, 2015, twenty individuals have increased awareness of human-caused wildfires while creating a database full of outreach materials to be used by local units. Local units are encouraged to integrate prevention actions into existing programs.

LODGING CHALLENGES

Lodging for Prevention and Education Teams has continued to be a challenge this season. In 2014, prevention teams working from the Northwest Coordination Center in Portland struggled to find available lodging and government rates throughout the season. Beginning in June 2015 with the first PNW prevention team assignment in Bend, teams have again worked hard to find suitable lodging. From Bend to Grants Pass to Wenatchee to Olympia and elsewhere - obtaining lodging throughout the region has been difficult. In several instances, letters have been written for team members to support travel reimbursement for rates up to 150% above the government rate. This challenge has been common across other fire support positions in the PNW and might be more effectively addressed by a central point of leadership.





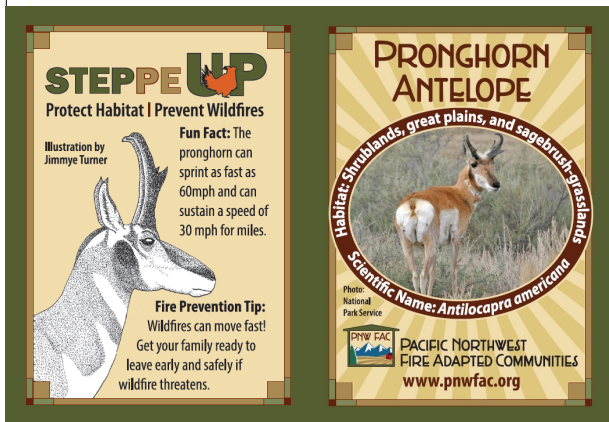
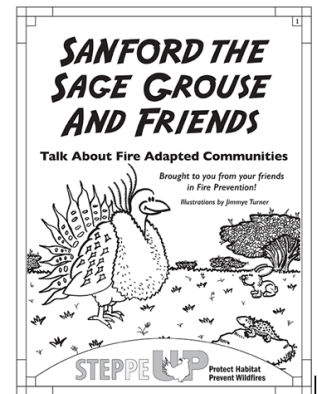
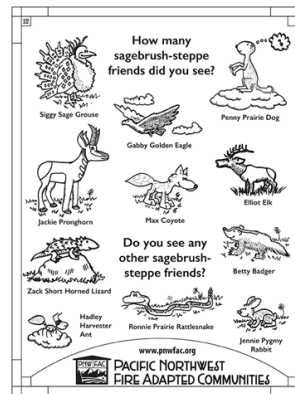
STEPPE UP TO PREVENT WILDFIRES

Several PNW Fire Prevention teams have worked on the "Steppe Up — Protect Our Sage Community" Campaign. This awareness campaign is designed to inspire action through raising cognition about the critical loss of habitat attributed to human caused wildfires in the Sagebrush Community. From the Golden Eagle to the Sagebrush Lizard, a series of posters, billboards, and flyers have been drafted to engage the public and partners into the cause. Public Service Announcements are airing in Bend, Klamath Falls, Lakeview and Umatilla media markets. Approximately 80 sagebrush ecosystem educational tweets have been prepared



for year round release. Pictures, links and #hash tags were developed to generate interest and direct followers to learn how they can be a part of the solution.

A twelve page coloring book has been developed to stimulate young minds (elementary school) and provoke a desire to learn. A simple coloring book can generate a family conversation about the Sage Community and how human-caused wildfires can quickly destroy animal habitats. This helps teach kids to become responsible adults who use fire wisely.



A set of trading cards has been drafted. Beautiful photographs and illustrations feature a wide selection of animals in the Sage Community and are sure to captivate kids. The text on each card has been carefully written and researched to give kids a wealth of information, as well as to inspire them to do their own research on all of the various species. Trading cards are an excellent learning tool; students can use the cards to play simple games matching "like" animals or more complicated puzzles like constructing full ecosystem food webs. These activities are sure to inspire critical thinking and nature awareness in fun and exciting ways. Each card has a unique fire prevention tip on the back. The coloring book and trading cards are currently being reviewed and revised before being sent for printing.

ONE MESSAGE, MANY VOICES

In support of the National Cohesive Wildland Fire Management Strategy, it is becoming even more important to reduce the number of human-caused fires across all agency boundaries. Through historical fire causes and current weather conditions, the four PNW 2015 Prevention and Education Teams so far this season have been successful with providing information to raise awareness of wildfire issues and have enlisted the public's support to take personal actions for creating a safer community.

Graphics and Public Service Announcements will continue to be uploaded to an FTP Site http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/; these products can be adapted to fit different audiences and communication methods. As information from different sources intersect, the message is more likely to achieve the desired result. The trusted fire community is speaking out with a unified message of fire prevention and safety to the public. As individuals hear the same central message from a variety of trusted sources, the realization of their role in preventing wildfire becomes clear. Each agency collectively can empower individuals to make a difference in preventing wildfires.

Visit <http://www.pnwfac.org/team-support.html> to discover more about Fire Prevention & Education Teams.